

IN THE CLAIMS:

All pending claims and their present status are produced below.

1. (Currently Amended) A method to place an order for an item at a client system, the method comprising:
providing for display at the client system information identifying the item;
providing for display at the client system an element for ~~providing~~ enabling order fulfillment instructions for ordering the identified item;
in response to receiving a first indication of selection of the element for ~~providing~~ enabling order fulfillment instructions for ordering the identified item,
providing for display at the client system a plurality of order fulfillment options predefined for a user of the client system, each order fulfillment option comprising a unique combination of a delivery address, shipping instructions, and a payment source; and
in response to receiving, subsequent to the first indication, a second indication of selection of one of the plurality of order fulfillment options as a single action to order the identified item, sending to a server computer a request to order the identified item such that the identified item is to be sent to the delivery address using the shipping instructions and is to be paid for by the payment source associated with the selected one of the plurality of order fulfillment options, wherein the single action of selecting one of the plurality of order fulfillment options places the order and pays for the identified item.
2. (Currently Amended) The method of claim 1 wherein the first indication of selection of the element for ~~providing~~ enabling order fulfillment instructions for ordering the identified item includes clicking a mouse button when a cursor is positioned over the

- element, and wherein the second indication of selection of the one of the plurality of order fulfillment options includes positioning the cursor over the one of the plurality of order fulfillment options.
3. (Previously Presented) The method of claim 1 further comprising providing for display at the client system an add item indication to add the identified item to a collection of items for later ordering.
4. (Currently Amended) The method of claim [[1]] 29 further comprising:
providing for display at the client system a plurality of other ~~order fulfillment~~
procurement options; and
in response to receiving a third indication of selection of one of the other ~~order fulfillment~~
procurement options as a single action to order the identified item,
receiving information identifying a delivery address and sending to the server computer a request to order the identified item such that the identified item is to be sent to the identified delivery address wherein the single action of selecting one of the other ~~order fulfillment~~ procurement options places the order for the identified item.
5. (Currently Amended) The method of claim 4 wherein the identified delivery address is for a recipient other than the user, and including receiving a name of the recipient and storing the name and identified delivery address as part of a new ~~order fulfillment~~
procurement option.
6. (Original) The method of claim 4 wherein the received information identifying the delivery address is information indicating an identity other than the user, and

including retrieving address information for the identity to be used as the identified delivery address.

7. (Currently Amended) The method of claim 4 including receiving payment source information from the user prior to receiving the third indication of selection of one of the other ~~order fulfillment~~ procurement options, and wherein the sent request to order the identified item specifies that the identified item is to be paid for by the received payment source.
8. (Currently Amended) The method of claim 1 wherein the element further provides for display a default order fulfillment option, comprising:
receiving selection of the default order fulfillment option as the single action to order the identified item; ~~and~~
~~without providing for display the plurality of order fulfillment options, performing the sending of the request to the server computer.~~
9. (Currently Amended) A computer-readable medium storing executable computer instructions that execute placement of an order for an item at the computer system, the instructions comprising:
providing for display at the computer system information identifying the item;
providing for display at the computer system an element for ~~providing~~ enabling order fulfillment instructions for ordering the identified item;
in response to receiving a first indication of selection of the element for ~~providing~~ enabling order fulfillment instructions for ordering the identified item, is providing for display at the computer system a plurality of order fulfillment options predefined for a user of the computer system, each order fulfillment

option comprising a unique combination of a delivery address, shipping instructions, and a payment source; and

in response to receiving, subsequent to the first indication, a second indication of selection of one of the plurality of order fulfillment options as a single action to order the identified item, sending to a server computer a request to order the identified item such that the identified item is to be sent to the delivery address using the shipping instructions and is to be paid for by the payment source associated with the selected one of the plurality of order fulfillment options, wherein the single action of selecting one of the plurality of order fulfillment options places the order and pays for the identified item.

10. (Currently Amended) A method for assisting a user in ordering an item using a client system, the method comprising:
 - providing for display information identifying the item;
 - for each of multiple procurement options defined for the user, providing for display at the client system a distinct combination of payment information and delivery information[[,] for ordering the item ~~the procurement option~~; and
 - in response to receiving an indication of selection of one of the multiple procurement options as a single action to order the identified item, sending to a server system a request to order the identified item using the information of the selected procurement option such that the payment information associated with the selected procurement option will be used to pay for the identified item and such that the delivery information associated with the selected procurement option will be used for delivery of the identified item.

11-12. (Canceled)

13. (Previously Presented) The method of claim 10 wherein the delivery information of the selected procurement option includes shipping instructions, and wherein the sent request is adapted to deliver the identified item as specified by the shipping instructions.
14. (Previously Presented) The method of claim 10 wherein the selected procurement option includes wrapping instructions for the item, and wherein the sent request is adapted to wrap the identified item as specified by the wrapping instructions.
15. (Previously Presented) The method of claim 10 wherein the indication of selection includes clicking a mouse button when a cursor is positioned over the procurement option to be selected.
16. (Previously Presented) The method of claim 10 including providing for display at the client system an add item indication to add the identified item to a collection of items for later ordering.
17. (Currently Amended) The method of claim 10 including:
providing for display at the client system with the multiple procurement options a
new procurement option such that selection of the new procurement option
orders the identified item
by receiving information identifying a delivery address for the new procurement
option and sending to the server system a request to order the identified item
such that the identified item is to be sent to the identified delivery address.
18. (Original) The method of claim 17 including creating the new procurement option with the identified delivery address as part of the new procurement option.

19. (Previously Presented) The method of claim 17 wherein the received information identifying the delivery address is information indicating an identity other than the user, and including retrieving address information for the identity to be used as the identified delivery address.
20. (Original) The method of claim 19 wherein the received information is an electronic mail address for the identity.
21. (Previously Presented) The method of claim 17 including receiving payment information prior to the selection of the new procurement option, and wherein the sent request to order the identified item specifies that the item is to be paid for by the received payment information.
22. (Canceled)
23. (Original) The method of claim 10 wherein the information about the multiple procurement options is received from the server system.
24. (Previously Presented) The method of claim 10 wherein each procurement option includes partial shipping information of the procurement option supplied by the server system.
25. (Previously Presented) The method of claim 10 wherein each procurement option includes partial payment information of the procurement option supplied by the server system.
26. (Previously Presented) The method of claim 10 wherein each procurement option includes a moniker identifying the procurement option.
27. (Original) The method of claim 10 wherein the client system stores an identification to be provided to the server system to identify a user of the client system so that the

- user does not need to enter identification information when ordering the identified item.
28. (Canceled)
29. (Previously Presented) A computer-readable medium storing executable computer instructions that to execute placement of an order for an item using a client system, by performing a method comprising:
- providing for display information identifying the item;
- for each of multiple procurement options, each procurement option comprising
- information related to ordering that includes at least delivery information and
- information regarding payment, providing for display at the client system one
- of the multiple procurement options; and
- in response to receiving an indication of selection of one of the multiple procurement options as a single action to order the identified item, sending to a server system a request to order the identified item using the information of the selected procurement option such that the information regarding payment associated with the selected procurement option will be used to pay for the identified item and such that the delivery information associated with the selected procurement option will be used for delivery of the identified item.
30. (Canceled)
31. (Previously Presented) A client system for ordering an item comprising:
- a display component for displaying information identifying the item and able to
- display, for each of multiple procurement options having information that

includes at least payment information and delivery information, one of the multiple procurement options; and

an item ordering component configured to, in response to receiving an indication of selection of one of the multiple procurement options as a single action to order the identified item, send to a server system a request to order the identified item using the information of the selected procurement option such that the payment information associated with the selected procurement option will be used to pay for the identified item and such that the delivery information associated with the selected procurement option will be used for delivery of the identified item.

32. (Currently Amended) A client system for ordering an item comprising:

a processor;

means for providing for display information identifying the item and for providing for display multiple procurement options[.], each ~~procurement option~~ comprising ~~information that comprises~~ payment information and delivery information for ordering the item; and

means for, in response to receiving an indication of selection of one of the multiple procurement options as a single action to order the identified item, sending to a server system a request to order the identified item using the information of the selected procurement option such that the payment information associated with the selected procurement option will be used to pay for the identified item and such that the delivery information associated with the selected procurement option will be used for delivery of the identified item.

33. (Previously Presented) A method for a server system to process an order for an item, the method comprising:
- sending to a client system for display thereon an indication of an item that may be ordered;
- sending to the client system for display thereon an indication of multiple procurement options that are associated with a single user of the client system and that each have a distinct combination of associated information stored on the server system comprising payment information and delivery information for a specified recipient; and
- in response to receiving indication of a single action from the client system to order the identified item associated with a selected one of the multiple procurement options, retrieving the stored associated information for the selected procurement option and requesting delivery of the identified item to the recipient specified by the selected procurement option, the delivering of and payment for the identified item in a manner specified by the selected procurement option.
34. (Canceled)
35. (Previously Presented) The method of claim 33 wherein the information associated with the selected procurement option includes shipping instructions, and including using the shipping instructions to deliver the identified item.
36. (Previously Presented) The method of claim 33 wherein the information associated with the selected procurement option includes wrapping instructions for the item, and including using the wrapping instructions to wrap the identified item.

37. (Previously Presented) The method of claim 33 wherein a selected procurement option is a new procurement option to be created and used, and including receiving delivery information for the new procurement option and creating the new procurement option to include the received delivery information.
38. (Previously Presented) The method of claim 33 including:
receiving an identifier from the client system; and
in response to receiving insufficient information from the client system to deliver the identified item to the recipient, retrieving previously supplied additional information associated with the identifier that is sufficient to deliver the identified item.
39. (Canceled)
40. (Previously Presented) A computer-readable medium storing executable computer instructions that to execute placement of an order for an item, by performing a method comprising:
sending to a client system for display thereon an indication of an item that may be ordered;
sending to the client system for display thereon an indication of multiple procurement options that each have associated information comprising payment information and delivery information; and
in response to receiving indication of a single action from the client system to order the identified item associated with a selected one of the multiple procurement options requesting delivery of the identified item to a recipient specified by

the selected procurement option, the delivering of and payment for the identified item in a manner specified by the selected procurement option.

41. (Currently Amended) A server system for processing an order for an item comprising:

a sending component configured to send to a client system for display thereon an indication of an item that may be ordered and an indication of multiple procurement options each having associated information comprising payment information and delivery information for a recipient; and

a receiving component configured to receive from the client system indication of a single action selection of one of the multiple procurement options and configured to, in response to receiving the indication of the single action selection, order the identified item from the client system[[,]] and deliver the identified item to a recipient specified by the selected procurement option in a manner specified by the selected procurement option.

- 42-49. (Canceled)

50. (Previously Presented) A computer-readable medium containing a data structure for use in ordering an item, the data structure comprising:

a plurality of indications of multiple procurement options each having a distinct combination of information comprising payment source information and delivery information, such that a single action of selecting one of the procurement options places an order for the item such that the payment source information associated with the procurement option will be used for payment

and the delivery information associated with the procurement option will be used for delivery.

51. (Previously Presented) The computer-readable medium of claim 50 wherein each procurement option further includes shipping instructions.
52. (Previously Presented) The computer-readable medium of claim 50 wherein all of the procurement options are associated with a single user and wherein each of the procurement options is a unique combination of delivery and payment information for the user.
53. (Previously Presented) The computer-readable medium of claim 50 wherein the data structure includes identifying the item.
54. (Canceled)
55. (Previously Presented) The computer-readable medium of claim 50 wherein the computer-readable medium is a memory of a computer system.
56. (Previously Presented) A display device for displaying a visual representation of a data structure stored in memory, the visual representation identifying an item to be ordered and an indication of a control that is selectable as a single action to order the identified item, the control representing one of a plurality of multiple procurement options comprising payment source information and delivery information, wherein selection of the control comprises the single action to order the identified item, such that payment for the identified item is specified by the payment source information associated with the selected procurement option and the delivery of the identified item is specified by the delivery information associated with the selected procurement option.

57. (Previously Presented) The display device of claim 56 wherein the data structure represents a document for display.
58. (Previously Presented) The display device of claim 56 wherein the data structure represents a Web page.
59. (Previously Presented) A computer-readable medium containing a data structure providing information for display, the information identifying an item to be ordered and a control that is selectable, the control representing one of a plurality of multiple procurement options comprising payment source information and delivery information, wherein selection of the control comprises a single action to order the identified item, such that payment for the identified item is specified by the payment source information associated with the selected procurement option and the delivery of the identified item is specified by the delivery information associated with the selected procurement option.
60. (Previously Presented) The computer-readable medium of claim 59 wherein the data structure represents a document for display.
61. (Previously Presented) The computer-readable medium of claim 59 wherein the data structure includes instructions for the display of the information.
62. (Canceled)
63. (Previously Presented) The computer-readable medium of claim 59 wherein the computer-readable medium is a memory of a computer system.
64. (Previously Presented) A method for ordering an item using a client system, the method comprising:
providing for display at the client system information identifying the item;

- for each of multiple procurement options comprising information related to ordering,
providing for display the procurement option; and
in response to selection of the procurement option as a single action to order the
identified item, sending to a server system a request to order the identified
item using the information of associated with the selected procurement option.
65. (Previously Presented) The method of claim 64 including providing for display at the
client system an add item indication to add the identified item to a collection of items
for later ordering.
66. (Canceled)
67. (Currently Amended) A computer-readable medium storing executable computer
instructions that to assist a user in ordering an item, the instructions comprising:
providing for display at the computer system information identifying the item;
providing for display at the client system an element for enabling order fulfillment
instructions for ordering the identified item;
in response to receiving a first indication of selection of the element, providing for
display each of multiple procurement options associated with the user
comprising information related to ordering the identified item; and
in response to receiving, subsequent to the first indication, a second indication of
selection of the procurement option as a single action to order the identified
item, sending to a server system a request to order the identified item using
the information associated with the selected procurement option.
68. (Currently Amended) A computer system for assisting a user in ordering an item,
comprising:

a display component [[for]] displaying information identifying the item, displaying an element for enabling order procurement options, and in response to receiving a first indication of selection of the element, [[for]] displaying each of multiple procurement options associated with the user comprising sufficient information to complete an order for the identified item; and

an item ordering component for, in response to receiving, subsequent to the first indication, a second indication of selection of the procurement option as a single action to order the identified item, sending to a server system a request to order the identified item using the information associated with the selected procurement option to complete the order.

69-128. (Canceled)

129. (Previously Presented) The method of claim 27 including, before the displaying the procurement options, providing the stored identification to the server system and receiving the indications from the server system in response.